



**A CASE STUDY ON THE PROMOTION MIX
PRACTICES TOWARD STATE ECONOMIC
DEVELOPMENT CORPORATION OF MALACCA
(PKNM) IN HOUSE SELLING**

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MELAKA

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“DECLARATION OF ORIGINAL WORK”

I, Noor Farhana Izyan Bt Hj Md. Saringat, (I/C Number: 871231-08-5982)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

17 APRIL 2010

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "**PROMOTION OPTIMISATION TOWARDS SUCCESSES OF HOUSE SELLING IN PKNM**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

State Economic Development Corporation of Malacca (PKNM) is the key body owned by state government which responsible to promotes and provides the service to the customer especially in term of the investment and the development in Malacca. As a one stop centre, the State Economic Development Corporation of Malacca (PKNM) should be good in practicing the promotion mix in other word is their promotion mix that should be strengthen in order to make sure their house selling will be good and the customer attract with the promotion mix.

Due to that problem matter which is to maintain the high performance of promotion mix, researcher do the case study on promotion mix practice towards State Economic Development Corporation of Malacca (PKNM) in selling houses that comes with the objectives to measure the level of performance promotion mix provided by PKNM. Next, is to determine the effective promotion mix that influence customers to buy PKNM's house.

In this study, the researcher used the Primary data collected from various techniques such as observation, survey and face-to-face interview. Primary data are obtained as a result of specific, specially conducted, the so-called marketing field research, for solving specific marketing problem. Secondary data is information of data, documents, records, or specimens that have been collected through Internet and Journals.

The finding shows that there are several promotion mix that may influenced the effectiveness of house selling. The researcher also gave some recommendations for PKNM in order to improve their promotion mix to become more effective.